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J. Justin Wilson • 3rd

Senior Director of Communications at Institute for Justice

Greater Seattle Area

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University of Michigan

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Experience

Senior Director of Communications

Institute for Justice

Feb 2014 – Present • 5 yrs

Arlington, VA

Berman and Company

9 yrs 9 mos

Vice President

Jun 2004 – Feb 2014 • 9 yrs 9 mos

Washington D.C. Metro Area

• Project and Client Management: Managed research department, including public affairs campaign management, opposition research, policy analysis, message testing and research, media outreach, advertising, and web content for numerous clients, as well as the internally-managed Center for Union Facts and Center for Consumer Freedom.

o Working with the Center for Union Facts, directed national strategy for a $20 million, 20-person grassroots activism and education campaign opposing the Employee Free Choice Act.
o Extensive experience writing and editing policy briefings, blog posts, press releases, reporters, talking points, etc.

• Digital Advocacy: Founded evidence-based new media team, including Facebook and Twitter outreach, Wikipedia editing, blogging and blogger outreach, search engine optimization, and other digital advocacy programs.

o Full stack developer. Managed digital development, including dozens of websites.
o On behalf of DefeatTheDebt.com, utilized digital advocacy and advertising technologies to maximize campaign performance metrics, including Google InStream ads, Facebook Featured Ads (poll), Google Gear's Geolocation API, and Google Voice Click-to-Call feature to connect constituents to their Congressional office.
o Focused on performance-based metrics and constant campaign optimization.
o Developed iPhone app for HowMuchFish.com website.

• Media Outreach: Media outreach efforts have resulted in hundreds of clips, including all of the major cable news networks, ABC World News, NBC Nightly News, The New York Times, Wall Street Journal, USA Today, and hundreds of other newspapers. OpEds have appeared in more than 50 newspapers.

• Client Relationship Management: Primary client contact for a portfolio of projects totaling more than $2 million annually. See less

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olive hemmings
Professor at Washington Advent University

Laura Colgate
Co-Founder/Exec. Director- Bou Initiative & Guest Curator- Strat Hall Foundation, Inc.- Music in t Mansion

Linda Levesque (Schneider)
Sr. Compensation Manager at C FAS Inc.

Theodore Balestreri II
Cannery Row, #1 on California's Coast!

Gary Dozier
Pastor at Southwest Bible Churc

Terry Lindle
USA Sales President- Scot Young Research (SYR)

Erik Bestmann
Director of Concert Operations Mannes College The New Schoo Music

Gary Ades
President at G&L Consulting Gr

2 Messaging

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Program Officer
Collegiate Network
Jul 2003 – Jul 2004 · 1 yr 1 mo

Education

University of Michigan
BA, Political Science, Philosophy
1999 – 2003
Activities and Societies: Commission Chair on the Michigan Student Assembly, Editor in Chief of the Michigan Review

Political Science and Philosophy

Skills & Endorsements

Strategic Communications · 11

Endorsed by **John Doyle, who is highly skilled at this**

Endorsed by **5 of J. Justin's colleagues at Berman and Company**

Public Affairs · 10

Endorsed by **5 of J. Justin's colleagues at Berman and Company**

Public Policy · 7

Endorsed by **4 of J. Justin's colleagues at Berman and Company**

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Recommendations

Received (0) Given (2)

Peter Rutkowski
Landscape Designer at Mayer Reed
April 28, 2011, J. Justin worked with Peter but at different companies

Pete was a reliable, creative web designer for Berman and Company. Although he hasn't worked for Berman and Company for a number of years, I still work with some of the code he wrote, and it is consistently clear, efficient, and well organized. The fact that we're using code written in 2002 is a testament to ... See more

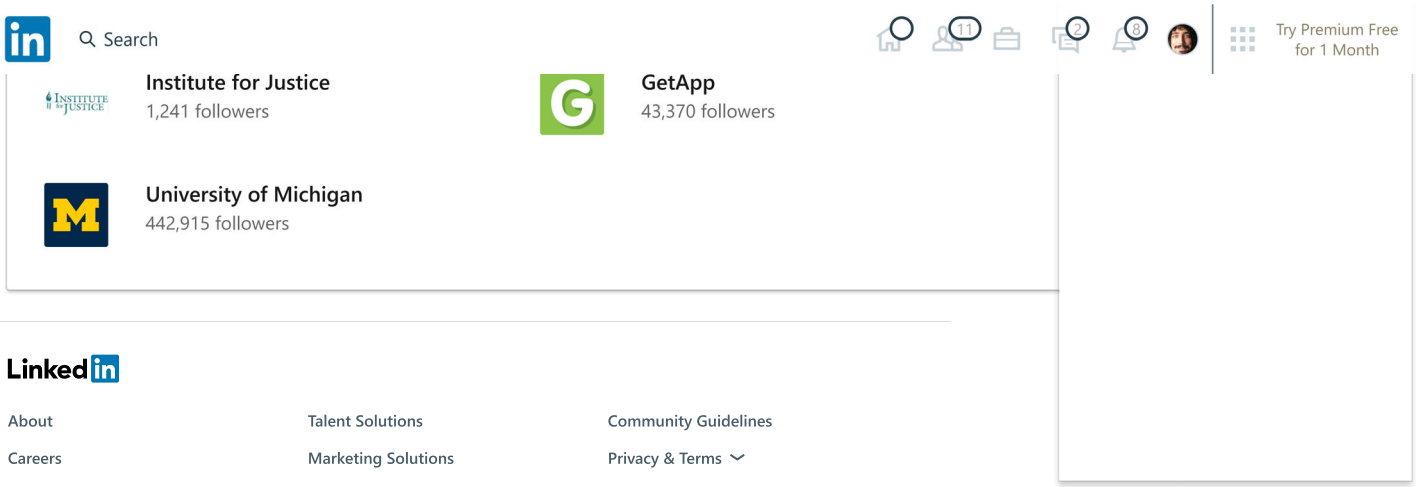
Ashley 'Rokks' Steormann
Executive Producer at ROKKS Media Group
September 25, 2007, J. Justin worked with Ashley 'Rokks' in different groups

Ashley did a great job of managing our external relations.

Accomplishments

1 Organization
Scouts for Equality

2 Messaging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